DEPAUW UNIVERSITY WEBSITE PRIVACY STATEMENT
(21-NOVEMBER-2017)

I. PURPOSE

This statement reflects DePauw University's commitment to privacy and anonymity for those who visit its public website. It outlines guidelines designed to protect private data, while also informing visitors of DePauw's practices. To that end, the statement has two purposes:

- To inform visitors and DePauw's content creators about DePauw University's privacy guidelines.
- To notify visitors about the terms and conditions governing use of the DePauw University website.

This Website Privacy Statement applies to all public web pages on DePauw University's website at www.depauw.edu and related public subsites. If you have questions about this privacy notice or believe your personal information has been released without consent, please contact CIO@depauw.edu.

II. INFORMATION GATHERED AND USE OF INFORMATION

DePauw University gathers information about computers or devices used to access www.depauw.edu and related university websites and about general activity on the site such as the following:

- Internet address of computer or device
- Type of browser or other client application used
- The operating system of the computer or device
- Web pages requested
- Referring pages
- Time spent on the site

Summary reports containing this information may be shared with website content managers and other authorized university employees or partners. DePauw University uses this information exclusively in aggregate to understand what pages are popular and how users are navigating to and within the site.

Cookies are small pieces of data stored by a browser on a computer. Cookies are often used to retain information about preferences and pages a web visitor has explored. A visitor can disable cookies, remove cookies from their computer, and refuse to accept cookies.

DePauw University makes use of demographic information gathered through Google Analytics, by means of the Demographics and Interests reports, to gain an understanding of the visitors to the website so we can tailor content to them while tracking our success with reaching new audiences. In addition, as a visitor browses DePauw University's website, advertising cookies may be used so that we can understand the visitor's interests. Our display advertising vendor, Google's DoubleClick, then enable us to present retargeting advertising[1] on other sites based on a visitor's previous interaction with our website. The techniques this third-party vendor employs do not use personally identifiable information such as one's name, email address, postal address, or telephone number. Visitors can visit http://www.networkadvertising.org/choices for information on how to opt out of targeted advertising.

III. THIRD PARTY CONVERSION TRACKING

Third parties may use cookies, web beacons, and similar technologies to collect or receive information from a DePauw website and elsewhere on the internet and use that information to provide measurement services and target ads. Facebook and other social media site users can opt-out of the collection and use of information for ad targeting using the following links: http://www.aboutads.info/choices and http://www.youronlinechoices.eu/.

III. PRIVACY PROTECTION FOR CHILDREN (COPPA)

DePauw University is committed to fully complying any and all state and federal regulations, including with the Children's Online Privacy Protection Act (COPPA). Accordingly, any visitor to the DePauw University website

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[1] See http://en.wikipedia.org/wiki/Behavioral_retargeting

that is under the age of thirteen may not provide DePauw University with personal information, and DePauw University will not use any such information in its databases or other data collection activities. Visitors under the age of thirteen and their parents or guardians are cautioned that the collection of personal information volunteered by unauthorized children online or by e-mail will be treated the same as information given by an adult until DePauw University becomes aware that the visitor is under the age of thirteen.

REVISIONS

October 10, 2017 – First version published, pending final ratification by institutional authority.

November 21, 2017 – Added Third Party Conversion Tracking section.